

May 28, 2014

Sompo Japan Insurance Inc.
Nipponkoa Insurance Co., Ltd.

FY2014 Biodiversity Conservation Activities “SAVE JAPAN Project”

A joint project by Sompo Japan and Nipponkoa

Sompo Japan Insurance Inc. (President: Kengo Sakurada; hereinafter, “Sompo Japan”) and Nipponkoa Insurance Co., Ltd. (President: Masaya Futamiya; hereinafter, “Nipponkoa”) will implement the SAVE JAPAN Project jointly from FY2013. This is a community-based, participatory biodiversity conservation project undertaken in collaboration with environmental NGOs and other organizations across Japan.

In FY2014, we will provide opportunities for communities in all prefectures in Japan to nurture interest in their local natural environments.

1. Overview of the SAVE JAPAN Project

The SAVE JAPAN Project is a program in which we make donations to environmental NGOs and other organizations that correspond with the number of customers who decides to select the “web-based insurance clause” option when enrolling in automobile insurance. It carries out activities to conserve biodiversity towards citizens in cooperation with the Japan NPO Center, the NPO support centers that support civic activities in local regions, and environmental NGOs nationwide.

The project provides opportunities for citizens to rethink their local environment and aims to “create livable environments for living creatures.” by promoting environmental conservation through the cooperation of companies, NGOs, and residents.

2. Policy for Activities in FY2014

We have been carrying out environmental preservation activities to protect endangered species in all areas throughout Japan starting from event in Ishikari River, Hokkaido. In this year, as a new trial, we will start charging some events in order to donate the fees. Applications for participation in the various areas’ activities and reports on the activities are available on the website below.

(SAVE JAPAN Project website)

<http://savejapan-pj.net/> (Japanese only)